



Community Event Funding Program Fiscal Year 2015/2016 Information and Process

INFORMATION AND PROCESS

I. What is the Community Event Funding Program?

Events are an important component of Scottsdale's overall image, its "product", and its lifestyle. The City and its residents often benefit from tourism-related events held in Scottsdale through increased cultural opportunities, recreational activities, increased economic activity, enhanced community status, and additional marketing exposure.

In addition to tourism-driven events there are "Community Events". "Community Events" are defined as activities that are locally significant, may have "historical" value, celebrate a community spirit and unique sense of place, and are primarily attended by residents but also provide something to do for visitors who are already here.

Periodically, the City is asked for financial support, use of City facilities, or other municipal assistance by civic organizations, event sponsors, clubs, and other types of non-profit groups to help defray out-of-pocket expenses. In return, the City receives the aforementioned benefits of community events.

II. What is the City's objective for the Community Event Funding Program?

The objective of the program is to preserve and perpetuate significant community events that:

- Only take place in Scottsdale
- May have historical value
- Celebrate community spirit
- Contribute to creating a love of place (2012 Tourism Strategic Plan)

III. How does an event qualify for consideration of Community Event Funding?

A. Community Event Funding Criteria

The City will consider community event funding requests for non-City produced community events that meet all of the following criteria:

- A. Event producing organization must be a non-profit entity and provide verification of current IRS 501(c) tax exempt non-profit status.
- B. Historic record of attendance or reasonable projected attendance must exceed 5,000.
- C. Event will provide educational, recreational, cultural, historical or social opportunities accessible to a significant number of Scottsdale residents.
- D. Event will enhance Scottsdale's status as a desirable location for events and activities and/or offer an opportunity for enhanced community pride.
- E. Event must be scheduled to take place annually on a recurring basis and take place within the Scottsdale corporate limits.
- F. Event must be non-discriminatory in nature and provide reasonable accommodations for those with special needs.

B. Funding Eligibility

If City of Scottsdale community event funding has previously been awarded, any subsequent funding requests will be evaluated on prior year(s) performance and compliance with the Qualification Criteria.

Subject to City Staff recommendation, qualified Community Events that have taken place in Scottsdale for ten or more years may be eligible for multi-year agreement and/or higher level of funding consideration. Funding request and approval for multi-year event agreements may be accommodated through the City's annual budgeting process in lieu of an annual application.

All agreements and funding amounts are subject to availability of funds and to City approval.

V. What are the "Approved Uses" for any funds awarded?

Producer may apply for up to \$15,000 maximum for operational and/or marketing and advertising expenses.

In accordance with the 2012 Tourism Development and Marketing Strategic Plan, events that have historical value and advance the knowledge and "love of place" of Scottsdale are eligible for funding up to \$30,000. Any events applying for more than \$15,000 will be subject to TDC approval.

List of Approved Uses

- 1. City staff, such as police for parking and traffic control
- 2. City refuse collection not normally scheduled
- 3. Direct event production costs
- 4. Event marketing, promotions, and/or advertising

Funds are subject to availability, and any funding amount granted is at the City's sole discretion. Recipients must maintain a record of all expenditures covered by community event funding and may be made available to the City upon request.

VI. What is my responsibility as an event producer?

A. Event Agreement

Upon City Council approval of funding, an "Event Agreement" between the event producer and the City of Scottsdale will be executed and will define the contractual responsibilities of the two parties.

The event producer will be expected to comply with all City of Scottsdale application, permit, insurance, and approval requirements and processes for Special Events. All permits and approvals must be obtained prior to the distribution of any City funds to the event producer.

B. Post-Event Report

A "Post-Event Report" of expenses, attendance, and promotional activities will be required within 60 days after event has taken place or no later than May 31, 2016.

VII. How do I apply for funding?

A process has been developed which provides necessary information for the City of Scottsdale Community Event Funding Committee to evaluate your application. The FY15/16 Community Event Funding Program packet is available from the Tourism and Events Department or you may complete the application online and send to Holli Shannon at HShannon@Scottsdaleaz.gov.

Three quarters of the approved funding will be provided in advance of the event. The final quarter of approved funding will be provided once all contract requirements have been fulfilled.

IMPORTANT DATES (Subject to change)

Applications available:	July 1, 2015
Application submittal is due:	Available Year Round (Fiscal Year)

VIII. Contacts

For questions or assistance, please call the City of Scottsdale Tourism and Events Department at 480-312-7177 or email inquiries to HShannon@Scottsdaleaz.gov

IX. Notes

This communication is an invitation to submit an application and should not be interpreted as approval of City funding for the event. Actual funding amount and specific uses must be specifically authorized by the City.

Application is not a legally binding agreement. After City approval of funding, a formal City Contract will be sent to producer.